



Consulting on public relations strategies are (from left) Mercy Coogan, Public Relations director; Sherry Dubon, assistant director of Public Relations/director of campus relations, and Visitors Center coordinator; and Mike Kaika, director of media relations.

Goal of new PR effort is promoting Gallaudet's academic/cultural wealth

When Heather Whitestone, the first deaf woman to wear the Miss America crown, visited Gallaudet in October, the phone lines in the University's Public Relations Office were abuzz with calls from local and national media eager for a piece of the action.

While this event was of great public interest, it was essentially a "bells and whistles story," according to Mercy Coogan, Gallaudet's new director of Public Relations. Punchy, upbeat news bites like Whitestone's visit usually portray a positive image of Gallaudet, said Coogan, but "they don't help us in the 'big picture.' They are not about academics and critical research and other very important social issues dealing with deaf education and deaf culture. They are not the kinds of stories that make a reader or viewer say 'Wow! They do that at Gallaudet?'"

Coogan's main objective is for the Public Relations Office to devise a strategy to promote the reputation of Gallaudet for its academic and cultural excellence. "Almost everything we do fits into those two areas," she said.

With this goal in mind, Public Relations has mounted a campaign to inform not only media sources, but educators, legislators, and other constituents about noteworthy topics originating at Gallaudet.

"The obvious reason that Gallaudet is popular with the media is that it occupies a niche that no other university in the world has," said Coogan. "Every day, someone is calling us—the Associated Press, Cable News Network . . . But the point is, they control what issues are written about. We don't want to just field

their calls; we want to generate ideas."

Coogan, who came to Gallaudet in early October from the University of Maryland at College Park, where she served as director of Public Relations in the College of Business and Management since 1988, is still somewhat in awe of the attention that Gallaudet receives from both the media and visitors. "I certainly didn't expect this much media action," she said. "When I was at the University of Maryland, we would have had to beg for this kind of attention."

The organizational change in September that merged the Visitors Center staff with the Public Relations Office made sense, said Coogan, because the Visitors Center is the front line for the estimated 10,000 guests that the University hosts each year, and their impressions will accompany them when they return home. "I'm amazed at the number and variety of visitors who come to Gallaudet," she said. "I've been equally impressed with the treatment afforded visitors by our staff, who choreograph each visit to make it meet the specific needs of the visitors."

Although Coogan is a seasoned public relations professional, she is new not only to Gallaudet but to the language and culture of deaf people. The opposite holds true for the rest of the Public Relations Office staff. With the exception of Mike Kaika, director of media relations, public relations is a new ball game for them, but they all are knowledgeable about issues involving Gallaudet and the deaf community. Several staff members are Gallaudet alumni, and all have worked here for many years. So

continued on page 2

DOSS moves to Carlin Hall, adopts new 'community policing' method

The arrival of the spring semester at Gallaudet marks two major changes for the Department of Safety and Security (DOSS)—the move to a new facility that is more centrally located for the campus community and a new approach to crime prevention and patrolling that will better ensure the safety of everyone at the University.

On Jan. 12 DOSS completed its move from the Central Utilities Building, where it had been for the past two years, to the ground level of Carlin Hall. "It's unbelievable the amount of work that went into the development and construction of our new office by the Office of Business Services and the Physical Plant Department," said DOSS Manager Bernie Holt.

"The basic idea behind the move was that we wanted to be more centrally located, which would make it easier for the campus community to use our services," said Holt.

An office that is closer to the hub of campus activities should prove invaluable to DOSS' new philosophy that crime prevention should be a team effort among security officers, faculty, staff, and students.

Through "community policing," as Holt calls it, security officers will spend more time out of their vehicles, patrolling on foot instead.

With officers concentrating more on a walking beat, there will be increased patrols of campus buildings, particularly dormitories. The focus of security will not only be the academic buildings but an extensive check of the dorms throughout the day and night, said Holt.

The increased visibility of DOSS officers on campus can also have an overall positive effect. "The idea is that you reduce crime and the fear of crime by working more closely with the campus community in solving their problems or potential problems," said Holt.

DOSS' reasoning behind community policing at Gallaudet is an old one, said Holt: "The officer on the beat is there to help."

SEHS receives \$250,000 grant

Gallaudet's School of Education and Human Services (SEHS) has been awarded a \$250,000 grant from the John S. and James L. Knight Foundation of Miami, Fla., to provide special school-based courses and training leading to a master's degree for teachers and staff who work with deaf students in schools.

The University was one of eight postsecondary institutions across the nation to receive a share of \$2 million as part of the Knight Foundation's Excellence in Education initiative, which seeks to strengthen education at all levels by encouraging colleges and universities to become true collaborators with local schools in the process of education reform.

Gallaudet will use its grant to adapt the professional development school model to provide an alternative approach to preparing teachers in deaf education.

"This grant will enable us to establish a strong working partnership with five very fine programs for

continued on page 2



At a Jan. 13 ceremony, 11 MSSD faculty and staff were recognized for their years of service to the school and others for their outreach efforts. Receiving 20-year service awards were Carolyn Williamson, a social worker in Counseling and Development, (with supervisor Gary Hotto, left) and Lovelle Golden, an instructor in the Postsecondary Enrichment Program (with supervisor Matt Goedecke, program supervisor in the Special Opportunities Program, right). Math instructor Arsena Strange (not pictured) was also recognized for 20 years of service.



School of Management Dean Jim Speegle (left) congratulates Business Administration Professors Ron Sutcliffe (center) and Marshall Wick for 35 and 20 years of service, respectively.

Announcements

The Gallaudet Workout, sponsored by the Department of Physical Education and Recreation, will be held Jan. 30 to May 12 at noon in the Hughes Gym Dance Studio. Step aerobics will be taught Mondays, Wednesdays, and Fridays, and "Slide N' Tone" will be taught Tuesdays and Thursdays. No classes will be held March 13 to 17 during spring break. Instructors will be Becky Davis, Gina Oliva, Susanne Scott, and Sue Gill-Doleac (substitute). The cost is \$65 for the entire program or \$5 to drop in for an individual class. Registration is ongoing in Room 101 of the Field House. For more information, call Stacy Oliff (x5591).

Dance and gymnastics classes for deaf, hard of hearing, and hearing children ages 4 to 13 are being offered by the National Deaf Dance Academy beginning Feb. 25. All classes in the 10-week session are held Saturday mornings at Gallaudet. Offerings include ballet, hip hop, tap, gymnastics, and "Dancin' with Disney" for tots. The cost of the dance classes is \$5 per class or \$50 for the entire program;

the gymnastics class is \$6 per class or \$60 for the entire course. For more information or to register, call Sue Gill-Doleac, director, at x5591.

An open house to commemorate the retirement of Dot Bateman, a data processing supervisor in the Center for Assessment and Demographic Studies who has worked for the University for 25 years, will be held Jan. 26, 8:30 to 10:30 a.m., in HMB Suite E111. For more information, call x5575.

Clarification

Regarding the Jan. 9 story about the Dec. 19 Faculty Senate meeting, Dr. Roslyn Rosen, Vice President for Academic Affairs, would like to clarify the following: 1) Faculty members up for tenure this year will be evaluated by their current department chairs. 2) Dr. Rosen is not closing off-campus searches; current employees will receive the highest priority for hiring. 3) The University is committed to *tenured* faculty; reassigning displaced *tenured* faculty will be a high priority. 4) Not everyone will receive one year's notice if their positions are not to continue. Only tenure-track faculty beyond their first two years will, in accordance with the faculty guidelines for non-reappointment of faculty. 5) Current and new positions will be announced in February, although the administration will be working on this in January.

Corrections

In an article about the University's snow policy in the Jan. 9 issue of *On the Green*, it was incorrectly stated that faculty, staff, and students at KDES will follow decisions made for the Prince George's County, Md., public school system in cases of inclement weather. If the Prince George's County school system is closed, KDES will be closed for faculty and students, but KDES staff will be expected to report to work on time unless the University is closed or a delayed opening is announced.

A photo caption in the Jan. 9 issue gave incorrect job titles for James Akridge, interim program supervisor of Residence Education, and Rosemary Adamca-Balzer, interim coordinator of Residence Education, both of MSSD.

Coogan outlines PR objectives

continued from page 1

they learn from each other, Coogan said.

Each staff member has a beat—a specific area of the University that he or she is responsible for keeping track of for information that may be of public interest: Coogan is in charge of administrative and business-related issues. Kaika handles alumni affairs, congressional relations, and athletics. Sherry Duhon, assistant director of Public Relations/director of campus relations, and Visitors Center coordinator, is responsible for Pre-College Programs and the College of Arts and Sciences. Roz Prickett, public relations associate, is in charge of student issues.

In addition, Kathleen Stock, who is the assistant coordinator for program development at the Visitors Center, covers the College for Continuing Education and the Development Office, and Teresa Ezzell, the assistant coordinator for the Visitors Center, is assigned to the Communication Arts Department.

So far, the beat system is paying off. Coogan said that a few weeks ago a Public Broadcasting Service reporter posted a query on ProfNet, a bulletin board on the Internet specifically for college and university related issues, requesting information for a story about college students who use the Internet. Prickett, through her contacts in the Student Life Office, knew of several students who are avid Internet users and interested the reporter in considering adding deaf students' perspectives to the story.

"Public relations is more than media relations," said Coogan. "Media is only one vehicle for getting the message out. No matter how the job is done, the first step is to determine what the University wants to say about itself and whose opinions it values to the extent

that it wants to influence those individuals' behavior toward the University—donors, for one; legislators for another; and prospective students and their families, alumni, and the business community."

One of the first steps the Public Relations Office is undertaking is putting together a book for the media that will serve as a primer on Gallaudet and deaf people. The book will contain information about how to set up an interview with a deaf person, using an interpreter, the correct terminology to use in referring to deaf people, and myths and misconceptions about deaf people.

Although working at Gallaudet is a unique learning experience for Coogan, she said, "I'm enjoying learning about a new culture and promoting it as I learn."

"But the PR approach is the same," Coogan believes. "It's fundamental PR with a Gallaudet twist."

Knight Foundation grant awarded

continued from page 1

educating deaf and hard of hearing children," said SEHS Dean David Martin. "The project will emphasize a site-based collaborative approach to teacher preparation with joint responsibilities between the University and the schools and is in line with the most current thinking in our field. I am excited about the prospects for success."

SEHS will be working with the Kendall Demonstration Elementary School, the Model Secondary School for the Deaf, the Maryland School for the Deaf, the Pennsylvania School for the Deaf, and Fairfax County, Virginia's "Total Communication" Mainstreaming Program.

Classified Ads

Classified ads are printed for Gallaudet faculty and staff. Written ads must be submitted in person or by mail to *On the Green*, MSSD, Room G-37. Off-campus phone numbers must include an area code and whether the number is voice or TTY. In compliance with the Education of the Deaf Act of 1992, as amended, payment of \$1 per ad per printing must accompany each ad. Ads received Jan. 23-27 will be printed Feb. 6.

FOR RENT: Nonsmoker wanted to rent BR in Silver Spring, Md., house, \$450/mo. incl. util. and cable TV, must have own trans., no pets, avail. now. Call (301) 384-8766 (V/TTY) or E-mail MMMORALE.

FOR RENT: Unfurnished lower floor of house in White Oak area of Silver Spring, Md., large living room, BR, kitchen privileges, near public trans. but must have own trans., \$400/mo. incl. util. Call (301) 431-4131 (V) or E-mail TBHANSON.

FOR RENT: Master BR and private BA, kitchen privileges, parking, Lanham, Md., \$350/mo. plus 1/3 util. Also need babysitter for low fee. Call x5754 or (301) 552-2132 (V/TTY).

FOR RENT: 1-BR apt. on Montello Ave. NE, walk to Gallaudet, avail. now, \$400/mo. plus util. Call (301) 499-7219 (V).

FOR RENT: Nonsmoker wanted to share 3-BR, 2 1/2 BA townhouse in Springfield, Va., near Springfield Mall. Own bedroom, \$283/mo. plus 1/3 util. Avail. now. Call John or Rich, (703) 971-3359 (TTY).

FOR SALE: Ladies 10-speed bike, \$150/BO; 25-in. 1993 TV, \$275; decoder, \$50; microwave w/rotator, \$100; 2 outdoor chairs w/table, \$40; Lifecycle, \$75; lamps, \$10 each; more. Call (301) 890-2435 (TTY) eves.

FOR SALE: Brown couch, exc. cond., you transport, \$90/BO. E-mail ALSHETTLE.

FOR SALE: Studio condo in Cleveland Park, D.C., well-lit top floor unit, near Metro, \$56,000. Call (202) 363-0147 (V).

WANTED: Individuals planning on renting an apartment or townhouse in the Greenbelt, Md., area need one or two roommates. Call (301) 498-4467 (TTY) 10 p.m. to midnight.

WANTED: M/F nonsmoker to share single family house in Springfield, Va., finished basement w/private BA, avail. now. Call (703) 913-0770.

FOR SALE: (4) IBM 30 pin computer memory chips, \$100. Call Chun, x3113 (TTY), or (301) 459-1192 (V/TTY) eves.

FOR SALE: New dark wood Jenny Lind crib, never used, mattress not incl., \$130/BO; extra long twin electric bed, rarely used, \$400/BO. Call Mary, x5257, or E-mail MPMOWELL.

Job Openings

Some of the advertised positions may already be filled. The list below includes only new staff and faculty openings and does not represent all jobs available. To get a recorded message describing the complete list, call x5358 (V) or x5359 (TTY).

MANAGER: Grounds Services
CASHIER: Gallaudet Bookstore
STAFF ACCOUNTANT: Accounting Department

January 23, 1995



Published each Monday for the staff and faculty of Gallaudet University by the Department of Publications and Production.

Editor

Todd Byrd

Editorial Staff

Lynne McConnell
Andrea Shettle

Photography Staff

Chun Louie
Joan Schlub

Typesetting

Thomas Corcoran



Gallaudet University is an equal opportunity employer/educational institution and does not discriminate on the basis of race, color, sex, national origin, religion, age, hearing status, disability, covered veteran status, marital status, personal appearance, sexual orientation, family responsibilities, matriculation, political affiliation, source of income, place of business or residence, pregnancy, childbirth, or any other unlawful basis.